



ADVERTISING
BRANDING
MARKETING

NEW YORK
477 Madison Ave
New York, NY 10022
212-677-2500

SKYAD.COM

Whale Watch Advertising and Marketing Program

Pacific | Sotheby's
INTERNATIONAL REALTY

Table of Contents

3 INTRO

4 SOTHEBY'S AUCTION HOUSE

- 5 Sotheby's Magazine
- 6 Sotheby's Bespoke Email
- 7 Sotheby's Selects e-Newsletters

8 DIGITAL

- 9 Impressions Campaign
- 14 Comprehensive Digital
- 16 Google AdWords
- 19 Chicago Tribune
- 20 Cottages & Garden
- 21 duPont Registry
- 22 Elite Traveler
- 23 Nob Hill Gazette
- 24 JamesEdition.com
- 27 JetSet
- 28 LA Times
- 30 Ocean Home
- 31 RobbReport.com
- 33 WSJ.com

35 PRINT

- 36 The Wall Street Journal
- 38 The New York Times
- 39 Chicago Tribune Takeover
- 40 duPont Registry
- 41 Elite Traveler
- 42 Financial Times
- 43 Los Angeles Times Takeover
- 45 Ocean Home Magazine
- 46 Private Air Luxury Homes Magazine
- 47 San Francisco & Silicon Valley Takeover

48 SCHEDULE, PRICING & REACH

- 49 2025



NEW YORK 477 Madison Ave, New York, NY 10022, 212- 677-2500
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING
BRANDING
MARKETING

National & Global Exposure Whale Watch

SKY Advertising is excited to present to Pacific Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Whale Watch.

Your strategic blueprint is composed of three layers: direct exposure to the Sotheby's auction house audience which includes some of the most affluent individuals on a global scale, strategic print media to cast a wide net, and digital products that are highly targeted to individuals looking for high-end living in La Jolla, CA.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to this unique and exciting property.

**LET'S DO
GREAT THINGS TOGETHER**

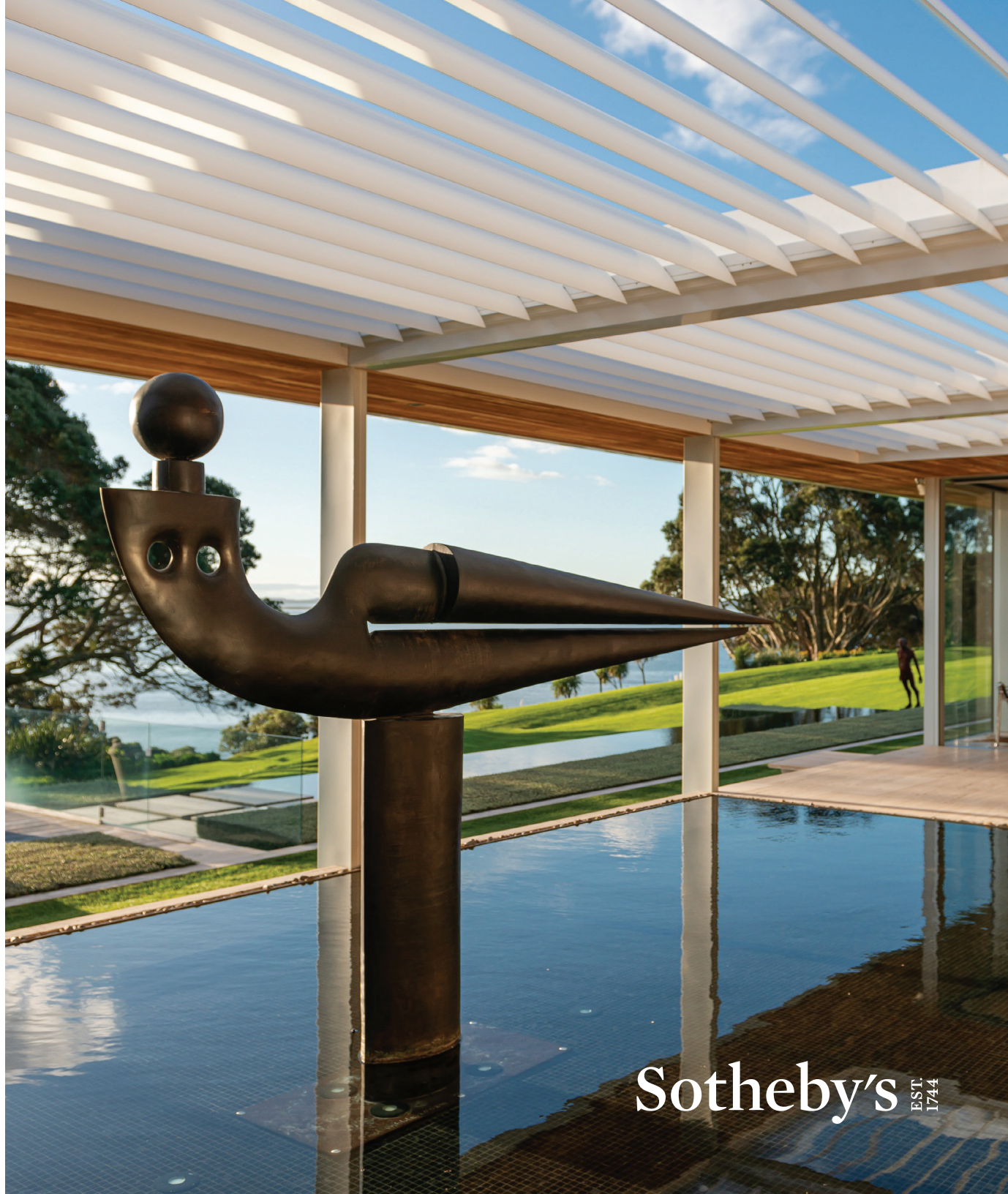
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Account Executive
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chloe@skyad.com

Sotheby's
Auction House
Offerings



Sotheby's EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

This large format magazine enriches readers with sophisticated content related to the art and real estate world. Sotheby's Magazine features editorial showcasing Sotheby's International Realty® listings.

- Distribution: **35,000**
- Auction clients with **\$50,000-\$5 million** in transactions
- Distribution at all **70** Sotheby's offices around the world
- Distribution at Park Hyatt Hotels in **18** countries
- Distributed at high profile auction events in **NY, London, Los Angeles and Hong Kong**

FULL PAGE: \$5,260
HALF PAGE: \$2,630
QUARTER PAGE: \$1,315
Global



Find your one.
Explore our exclusive collection of inspiring homes.

Sotheby's
INTERNATIONAL REALTY

San Isabel, Georgia, United States
sothebyrealty.com/61/8180013
Atlanta Fine Homes
Sotheby's International Realty
Chase Mann
chmann@sothebyrealty.com

Co-listed with
Sotheby's International Realty
Susan Howell and Ben Howell
susan.howell@sothebyrealty.com
ben.howell@sothebyrealty.com
\$4,500,000 USD

Residence on Seidler Patel Marg
New Delhi, India
sothebyrealty.com/61/8181421
This home for sale spans 4,120 sq. ft. Approximately 1,200 sq. ft. and more is located on the ground floor. The most coveted neighborhoods of New Delhi. This is an ideal location for investment or for a residence.

Price Upon Request

Residence on Seidler Patel Marg
New Delhi, India
sothebyrealty.com/61/8181421
This home for sale spans 4,120 sq. ft. Approximately 1,200 sq. ft. and more is located on the ground floor. The most coveted neighborhoods of New Delhi. This is an ideal location for investment or for a residence.

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Price Upon Request

SOTHEBY'S BESPOKE
EMAIL

- Every Week
- 52x/Year
- Custom content
- 35% open rate
- 550,000+ recipients

PRICE: \$2,500/DEPLOYMENT




SOTHEBY'S INTERNATIONAL REALTY
Dream Big Villa, Turks & Caicos Islands
[FIND OUT MORE](#)



SOTHEBY'S SELECTS
E-NEWSLETTERS

- Every Friday
- 52x Year
- Highlights upcoming auction events
- 370,000+ recipients
- 34% average open rate


PRICE: \$2,585/DEPLOYMENT



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week
Modern Zen-Like Oasis
Bahamas
[SEE MORE](#)


Delete Junk Block ...


Sotheby's Selects | 21 September



One of the Most Beautiful and Sought-After Watches Ever Made

[WATCH VIDEO](#)


Sotheby's Museum Network
Experts Mourn Brazil's National Museum
[SEE MORE](#)



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week
Modern Zen-Like Oasis
Bahamas

[f](#) [t](#) [i](#) [v](#) [m](#)

THIS EMAIL WAS SENT TO YOU BY SOTHEBY'S
1334 YORK AVE, NEW YORK, NY 10021
UNSUBSCRIBE FROM SOTHEBY'S SELECTS
UNSUBSCRIBE FROM ALL | [PRIVACY POLICY](#) | [SELL WITH US](#)
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Digital Offerings



Sotheby's
INTERNATIONAL REALTY

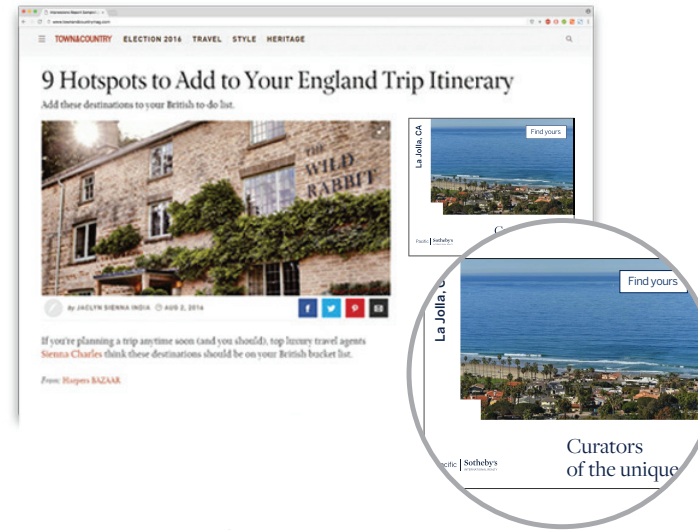
Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs. With beautifully detailed property photos, your listing can be customized to showcase your property's unique selling features, allowing you to target by country, region, state, county or city and lifestyle.

Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer. Link directly to your property website, personal website or office website.

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **Whale Watch**
- Flight Dates: **August 2025 - October 2025**
- Impressions: **750,000**
- Clicks through to the website of your choice.

100K Impressions per two weeks:	\$900
250K Impressions per month:	\$1,195
500K Impressions per month:	\$1,625
1 Million Impressions per month:	\$2,450
Three Month Minimum	



Impressions Program Targeting Sites

We identify the best sites to feature your property, and your ads appear only on your approved sites. The number of prominent, respected and relevant sites available is exceptional. We take care of the research to provide hand-selected and white-listed sites most relevant to your campaign.

GEO TARGETING

We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes



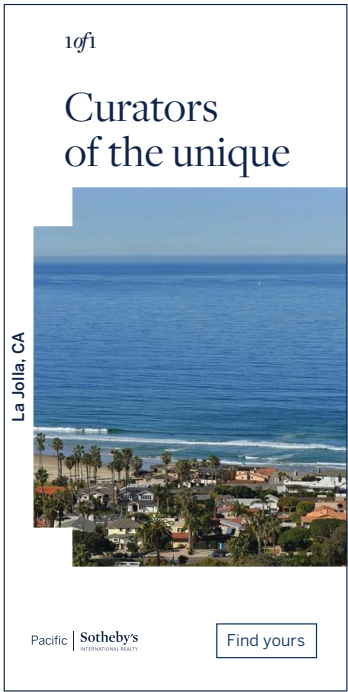
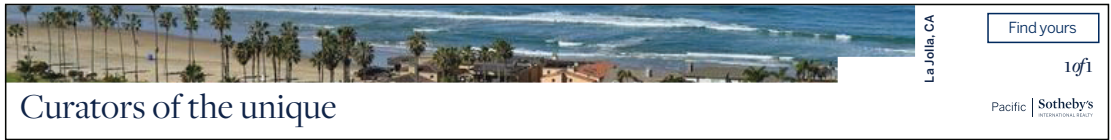
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

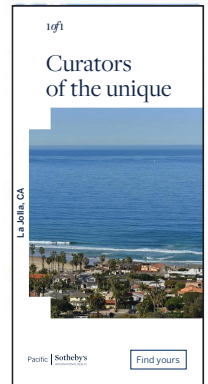
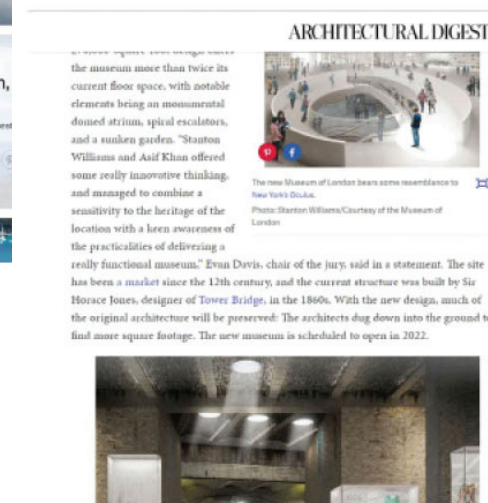
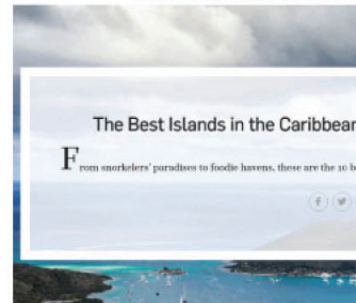
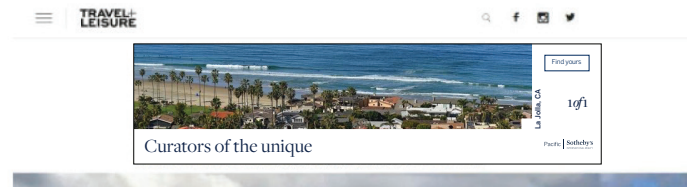
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

Ad Units: 970x250, 728x90, 300x600, 300x250, or custom sizes.

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

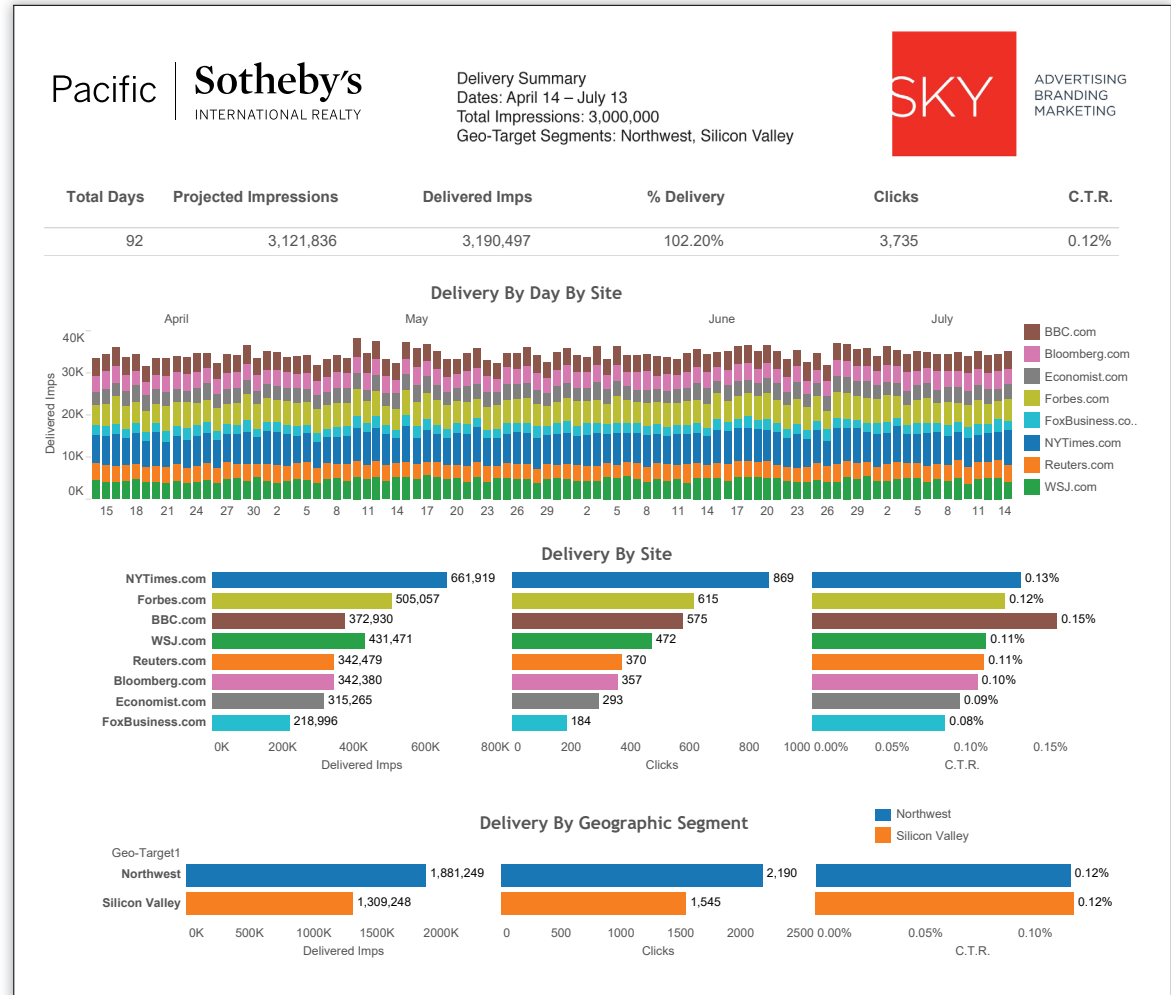


Comprehensive Reporting For Your Customized Campaign

After the launch, we give you complete and comprehensive reporting for the duration of your campaign. We can also give 30 day reports for you to evaluate the effectiveness of your targeting and to adjust it.

- We project the number of impressions (number of times the ad appears on each site) during your campaign.
- The number of impressions are broken down by number and site for the duration of the campaign.
- The delivery by site is broken down into delivered impressions, clicks, and click-through rate. This allows you to see on what sites your ads are performing well and where there needs to be improvement. With this information we are able to adjust the campaign for maximum effectiveness.

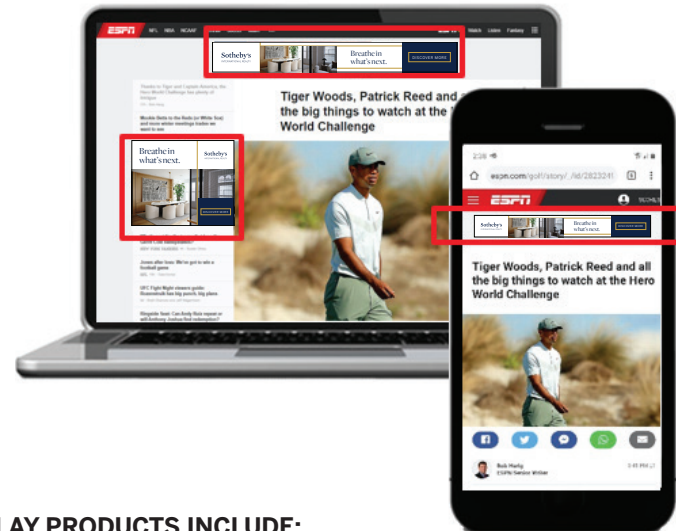
IMPRESSIONS PROGRAM SAMPLE REPORT



Comprehensive Digital

DISPLAY

Digital Display advertising refers to the promotion of products or services through display ads on digital platforms such as websites or mobile apps. With Targeted Display, we offer campaigns that include Keyword Targeting, Behavioral Targeting, Retargeting, and Artificial Intelligence (A.I.) Targeting designed to show your ads to the exact audience you want to reach, to deliver the right message on the right device at the right time.



TARGETED DISPLAY PRODUCTS INCLUDE:

Complete optimization including strategy, ad serving, and reporting. We provide you with full transparency, giving you the assurance your budget is allocated efficiently.

The ability to target specific audiences, rather than only specific sites, by leveraging the data collected by our algorithms.

The power to implement advanced testing to ensure you are maximizing the click-through-rate (CTR) and conversion rate of your advertising and landing pages.

We track impressions, clicks, view-throughs, and conversions!

We implement Retargeting campaigns to target people who have been to your website but didn't convert.

Keyword Targeting using the keywords and phrases your customers are searching for and contained on webpages they are reading.

With A.I. Targeting we are showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad. We can target from thousands of Behavioral Categories and show your ads to the people most likely to want your products and services.

We geo-target every campaign, showing your ads just to the people in the areas you want to reach.

Cross Platform Targeting available from Mobile Conquesting.

Custom Audience Matching & Lookalike Audiences- target people on your list of emails, addresses, or phone numbers and show them display ads when they browse websites and apps.

PRICE: FROM \$1,500/MONTH
150,000 Impressions

Comprehensive Digital

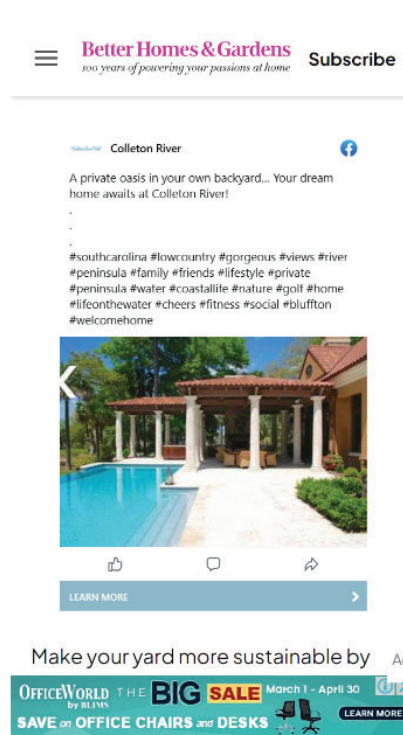
SOCIAL MIRROR ADS

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

We are “mirroring” the exact look of your social post as an ad that runs on thousands of websites and apps, targeted just to the people you want to reach across all devices.

Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

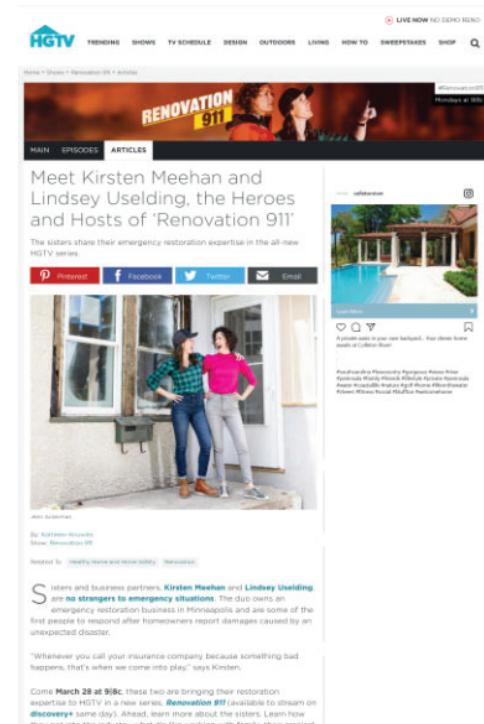
Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.

PRICE: FROM \$1,500/MONTH
100,000 Impressions



Google AdWords

With Google's online advertising program, you can reach people exactly when they're interested in the property you're selling or the real estate services you offer. Target customers who are active in your local real estate market, when they are searching and motivated to take action.

No other medium can target as effectively. Pay only when people click through to your listing or website.

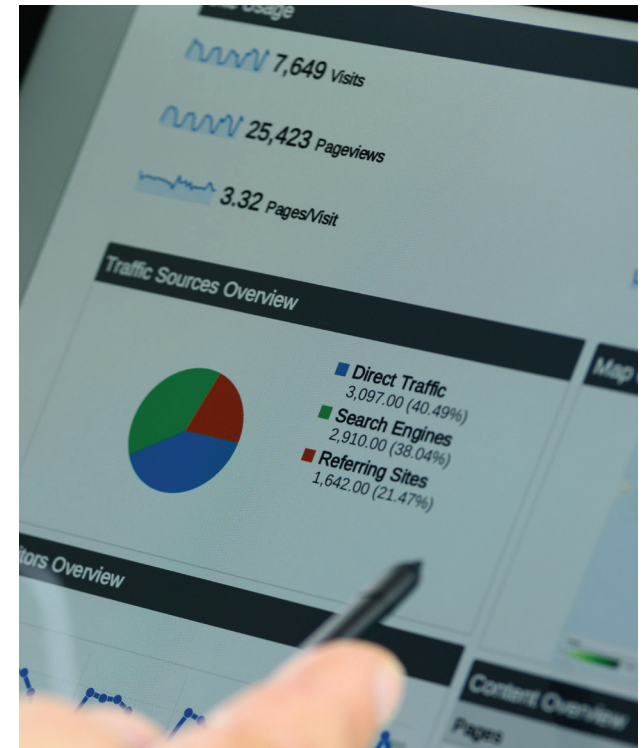


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

- Keyword Research
- Keyword List Set Up
- Campaign and Ad Group Implementation
- Monitor and Implement Urgent Search Terms/ Phrases of Client and Competitors
- Run Fresh Estimates for New Keywords
- Write/Edit Ad Copy
- Ensure Tracking is in Place
- Set Bids and Allocate/Pace Budgets
- Optimize Geotargeting, Audience Targeting, Demographics, and Ad Schedule
- Periodical Campaign Reviews
- Campaign Adjustments
- Monthly Performance Reporting

\$750 CAMPAIGN SET UP
STARTING AT \$850/MONTH



Google AdWords

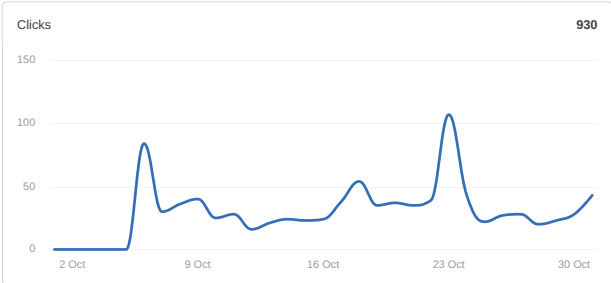
CLIENT DASHBOARD

We provide you with a complete interactive dashboard that you can access at any time. Visualize your campaign performance with our user friendly interface that integrates data from diverse resources.



SIR Pacific

Google Ads Impressions	Google Ads Clicks	Google Ads CTR	Google Ads Phone Calls	Average Cost-Per-Click	Google Ads Interaction R...
85,229	930	1.09%	9	\$1.52	1.14%



Showing 9 of 9 Rows

CAMPAIGN	CLICKS	COST	COST / CON...	IMPRESSIONS
SKY - SMART	459	\$312.71	\$39.09	74,095
SKY - PMAX	290	\$359.88	\$179.94	8,209
SKY - General	75	\$278.65	\$0.00	1,432
SKY - Boulder	53	\$293.25	\$293.25	1,145
SKY - Trademark	38	\$134.26	\$134.26	259
SKY - Niwot	11	\$33.94	\$0.00	69
SKY - Longmont	4	\$19.24	\$0.00	16
SKY - Golden	0	\$0.00	\$0.00	3
SKY - Superior	0	\$0.00	\$0.00	1

Showing 50 of 89 Rows

KEYWORD	IMPRESSIONS	CLICKS
luxury real estate agent	498	27
find the best real estate agent	425	19
"Boulder Colorado Real Estate"	388	16
"home for sale boulder"	25	13
"colorado real estate agent"	167	9
"coldwell banker real estate"	120	8
"boulder real estate agent"	69	5
"realtor boulder co"	64	5
niwot Real Estate	32	5
"boulder real estate listings"	41	5
"real estate for sale in boulder colorado"	29	4
"boulder co real estate agency"	38	4
berthoud Realtor	23	4

Cities

CITY	CLICKS	IMPRESSIONS	AVG CPC	COST
Denver	556	66,360	\$1.00	\$554.74
Boulder	143	3,455	\$3.60	\$515.01
Thornton	24	3,126	\$1.09	\$26.26
Niwot	22	571	\$2.09	\$46.05
Longmont	19	977	\$2.49	\$47.31

Google AdWords

MONTHLY REPORTING

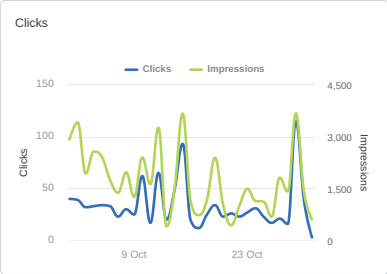
Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



SIR Pacific

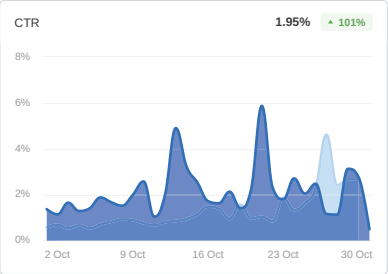
October KPI's

Clicks



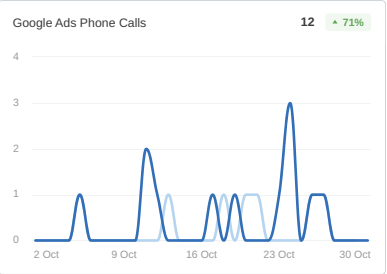
CTR

1.95% ▲ 101%



Google Ads Phone Calls

12 ▲ 71%



Total Impressions ▼ 46%

53,704

Total Clicks ▲ 9%

1,049

Phone Calls ▲ 71%

12

Interaction Rate ▲ 218%

4.17%

CTR ▲ 101%

1.95%

Average CPC ▲ 7%

\$0.94

Cities and Regions

Showing 50 of 540 Rows

CITY	IMPRESSIONS	CLICKS	INTERACTIONS
Washington	30,976	497	613
Potomac	4,073	64	64
Baltimore	2,976	80	274
New York	1,535	51	51
Ashburn	1,386	39	137
Rockville	1,207	16	27
Virginia Beach	799	23	48
Richmond	413	6	46

Keywords

Showing 23 of 23 Rows

KEYWORD	CLICKS	IMPRESSIONS	INTERACTIONS
dc real estate	51	886	51
luxury property for sale dc	40	114	40
home for sale dc	19	529	19
real estate in washington dc	6	101	6
georgetown washington dc apar...	6	56	6
houses in georgetown dc	3	19	3
buy house georgetown dc	2	6	2
mclean reality	1	1	1

Chicago Tribune

The Chicago Tribune helps Chicagoans, and those that love Chicago, stay connected to the stories and topics that affect this great city. Its award-winning stories range from an array of topics that matter most; including breaking news, politics, sports, culture, suburban coverage and engaging interactive features.

- Average Monthly Page Views: 36.6M
- Unique Monthly Visitors: 11.7M

CUSTOM EMAIL

Email deployment to target audience featuring dedicated content.

Targeting options can include:

- Geography (zip code, DMA)
- Demographic (Age, Household Income, Interest)
- Home Intenders
- First Time Homeowner
- Homeowner / Renter
- Property Type
- Home Value

CUSTOM EMAIL 50K: \$1,200

CUSTOM EMAIL 100K: \$1,950

CUSTOM EMAIL 150K: \$2,375



Cottages & Garden

Delivering the finest luxury design and architecture content to residents of America's most affluent communities.

- Average HHI – \$1,162,428
- 44% plan to buy a home in the next 2 years
- 36% own 2 or more homes

TOP 10 MARKETS

- | | |
|---------------|-----------------|
| • New York | • Virginia |
| • California | • New Jersey |
| • Connecticut | • Illinois |
| • Florida | • Massachusetts |
| • Texas | • Pennsylvania |

SPOTLIGHT + PROPERTY OF NOTE

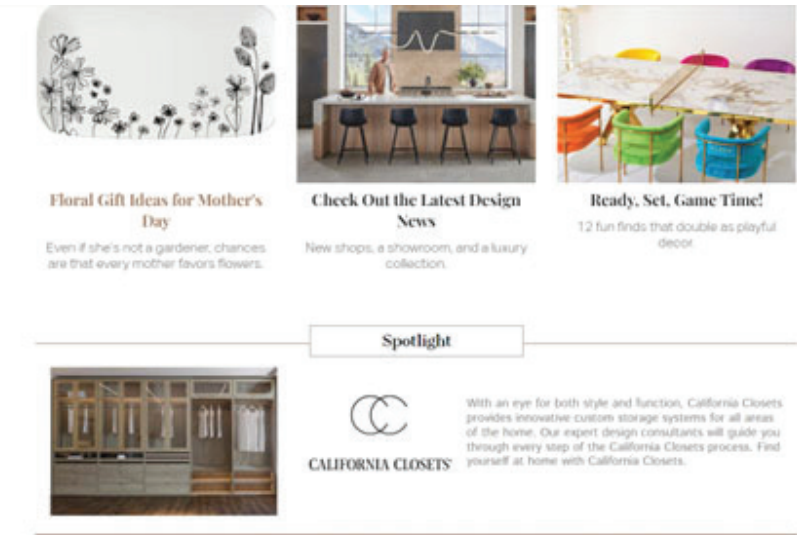
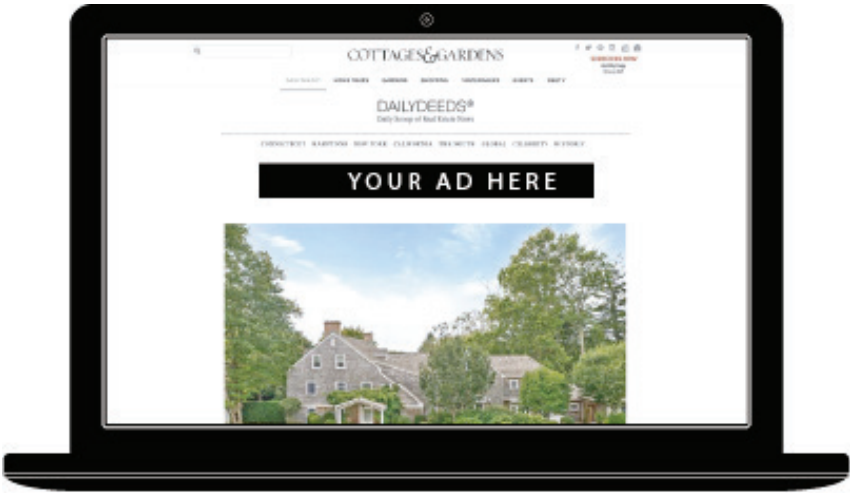
ROTATING GALLERY: \$2,950

DAILY DEEDS

E-NEWSLETTER SENT 4X PER WEEK:
\$3,000 FOR TWO WEEKS; \$5,000 PER MONTH

INSTAPARTNERSHIP

POST AND STORIES TAKEOVER: \$1,950/30 DAYS



duPont Registry

Experience luxury with duPont REGISTRY, connecting elite buyers and sellers for nearly 40 years. Elevate your brand through exclusive collaborations, bespoke campaigns, and luxury showcases.

ADDED VALUE


- Branded Content Post
- Newsletter Inclusion - 77,000 email subscribers
- Luxury Lifestyle Newsletter Inclusion - 2,500 email subscribers
- duPont REGISTRY Discovery Posting

POST: \$1,295/POST

BONUS
WEEKLY NEWSLETTER
LUXURY LIFESTYLE NEWSLETTER
POSTING


duPont
REGISTRY


DAILY



SPONSORED

RM Sotheby's Arizona: 2005 Porsche Carrera GT





INDUSTRY REPORTS


2021 Was Rolls-Royce's Best Year Ever

SPONSORED

When Was the Last Time You Did Something for the First Time?


duPont
REGISTRY


DAILY



SPONSORED

RM Sotheby's Arizona: 2005 Porsche Carrera GT







INDUSTRY REPORTS

2021 Was Rolls-Royce's Best Year Ever

SPONSORED

When Was the Last Time You Did Something for the First Time?







FOR SALE

The Best 80's Cars You Can Buy Today

DEALER NEWS

Maserati Westlake Village Delivers One of the First MC20s in the U.S.







SPONSORED

Discover the South's Best Lake & Golf Community at Reynolds Lake Oconee

FOR SALE

Check The Spec: A 2019 Porsche 911 GT3 RS With A \$140K Special With Customization Package






WATCHES


Bell & Ross Releases The New Limited-Edition BR 03-62 Military Diver

WATCHES


Discover Ulysse Nardin's New Limited-Edition Torpilleur Tourbillon




Exotic Car Sale




Lamborghini Car Sale



Porsche Car Sale



McLaren Car Sale



Other Exotic Cars



Exotic Cars For Sale



TOP LINKS

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Want to always have you receive these emails?
Update your preferences Unsubscribe from this list

Elite Traveler

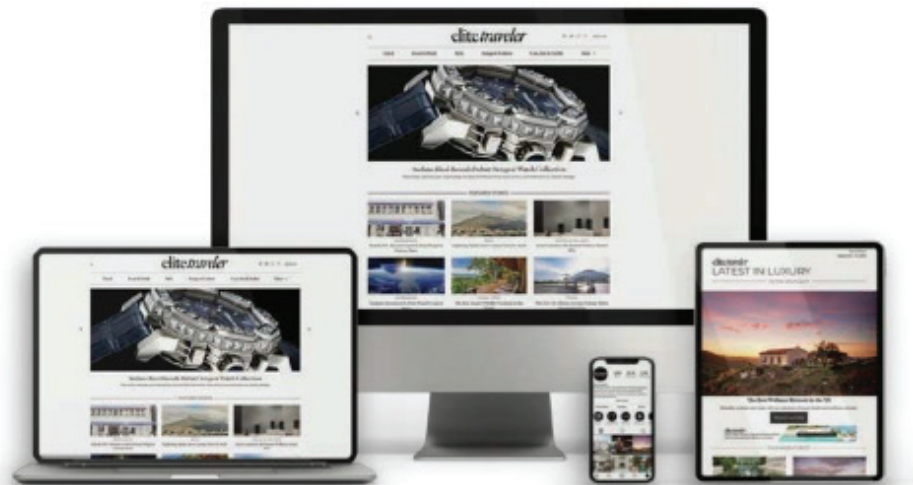
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice.

Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

- Average HHI **\$7.9M**
- Average Net Worth **\$32M**
- **318,661** Unique Browsers

ONLINE REAL ESTATE SHOWCASE:
\$2,500 PER ARTICLE/YEAR

Half price with full page print purchase



Nob Hill Gazette

Nob Hill Gazette reaches the most affluent homes on the Peninsula & Silicon Valley reaching 7 of the top zip codes in the US.

- \$20,025,000 Average Net Worth
- \$2,170,000 Average Income
- 57% Percentage of Female Readers
- 41 Years Average Age

E-NEWSLETTER

ON THE MARKET

An exclusive promotional e-newsletter showcasing top residential listings with click-through to the property's own websites.

PRICE: \$500 PER LISTING

San Francisco, Peninsula, and Silicon Valley



jamesedition.com

E-NEWSLETTER

Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

Upgrade your listings for increased visibility to capture the attention of the UHNW.

• 600,000+ subscribers.

Have your listing matched to relevant editorial for native content appeal.

Location Open Rates

- North America – **40%**
- Europe – **40%**
- Asia – **10%**
- Middle East – **5%**

Email Engagement

- Average open rate: **32%**
- Average total click rate: **7%** (10-15% top position, 3-5% middle position)

LISTING FEATURE: \$1,500

The screenshot displays the JamesEdition.com homepage. At the top, there's a navigation bar with links for 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stories', and 'Sell'. Below this is a large banner image of a yacht with the text 'The Global Luxury Marketplace: Cars, Homes and more'. A featured section titled 'Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3400 trusted dealers around the world...' follows. Below this is a grid of 'MOST POPULAR' listings, including a Ferrari 488 GTB, a Chevrolet Corvette, a Stunning Villa, and a Ram 2500. Further down, there's a 'JAMES SPOTTING' section with a photo of a duplex, a 'RICH LIST' section with a yacht, and a 'LATEST STORIES' section with a photo of an orange sports car. The bottom of the page features a 'Featured Agent' section for Nick Swinburne and a 'Luxury garages' section.

The screenshot shows the 'Find luxury Real Estate and Homes for sale' page on JamesEdition.com. It features a search bar with 'VIEW ALL HOMES' and a 'Search' button. Below the search bar is a large image of a modern interior with the text 'THE PENTHOUSES AT GOLDEN PEAK \$ 13,400,000'. To the right, there's a section titled 'Nothing compares.' with a 'ST. KITTS & NEVIS' tag. Below this is a 'Featured luxury properties' section with a grid of property images and details, including '5 Bedrooms - Pent...', 'Stunning Sherwood...', 'Enviably Estate By...', and 'Modern Apartment...'. At the bottom, there's a 'News about luxury real estate' section with several article teasers, including 'Most exclusive neighborhoods of Hong Kong', 'The Bahamas: Inside the most exclusive gated communities', 'Trending: Golf property in the "Golden Triangle" area of Algarve, Portugal', and 'Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring'.

jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

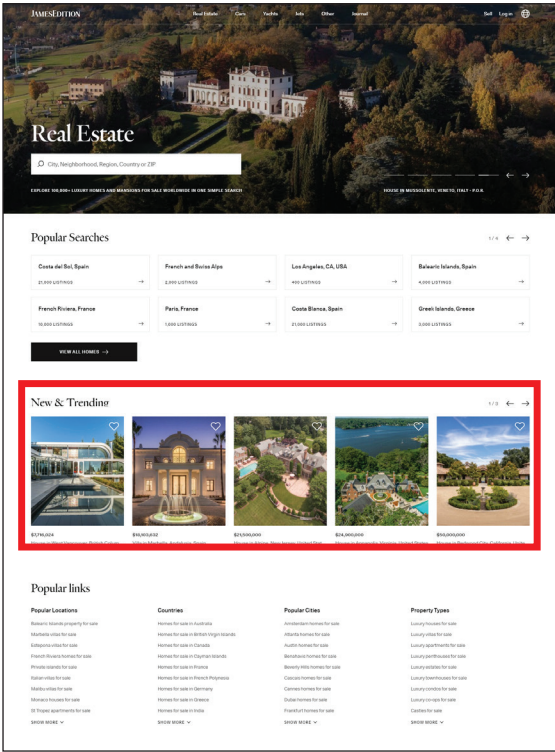
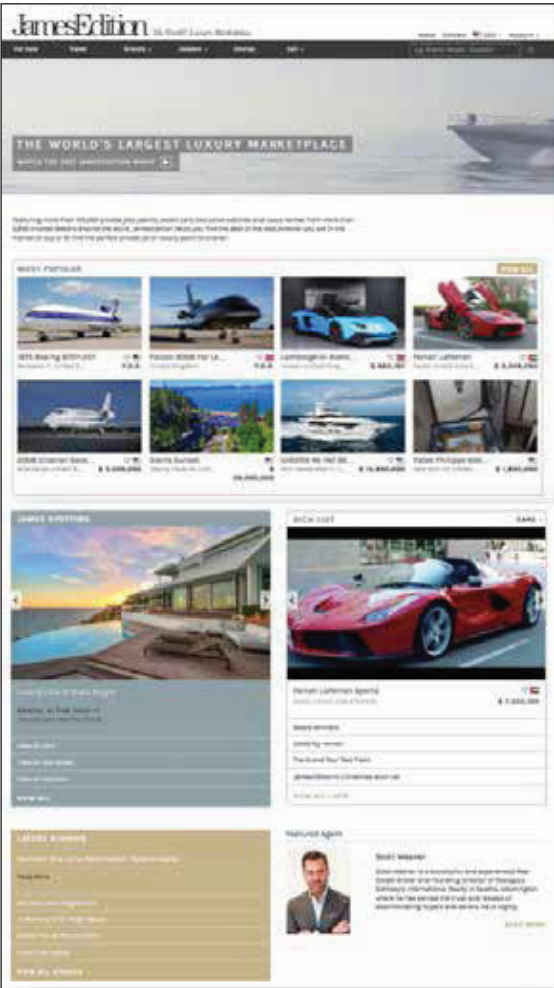
Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION

FEATURED SPOT: \$1,700/30 DAYS

REAL ESTATE POSITION

FEATURED SPOT: \$1,400/30 DAYS



jamesedition.com

SOCIAL MEDIA POST

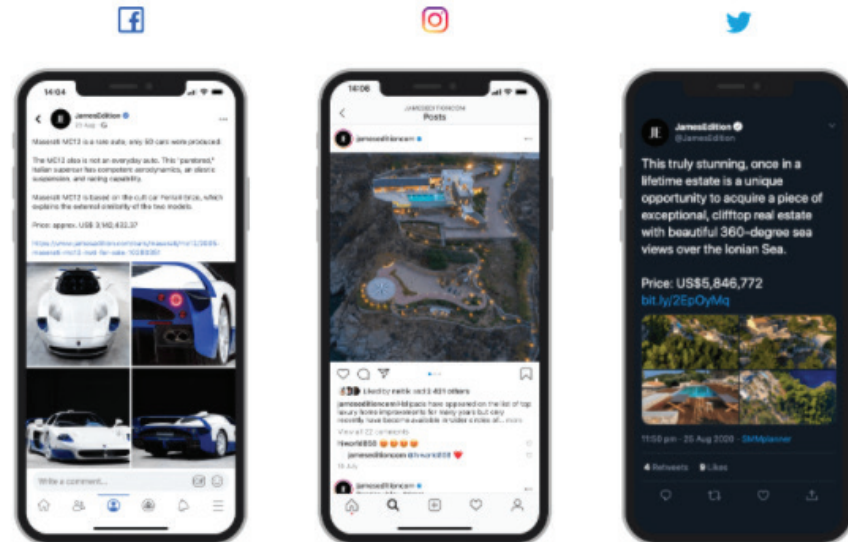
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- **158,000** Instagram Followers
- **36,000** Facebook Page Likes
- **136,000** TikTok Followers
- **1.5** Million Accounts Reached on Instagram / month
- **2.3M** Total Organic Likes on TikTok
- **37.5** Million Views on #JamesEdition on TikTok



PHOTO

- 1 featured listing
- 1-5 photos
- Short caption
- Listing info box
- 1 tag on pictures & caption
- Link in bio

PHOTO: \$800

PHOTO PLUS

- 1-5 featured listings
- 1-10 photos & text
- Long caption
- Listing info box
- 1-3 tags on pictures & caption
- Link in bio
- Repost on stories

PHOTO PLUS: \$1,000

VIDEO

- 1-5 featured listings
- 5-30 seconds video
- Reels & TikTok format
- Short caption
- Listing info box
- 1-3 tags on caption
- Link in bio

VIDEO: \$1,800

EMAIL

Subscriber Profile

- 70% Male
- 30% Female
- Average Age: 41
- Median HHI: 2.4 Million
- Monthly Page Views: 1 Million +
- Qualified Subscribers: 50,000 +
- Customized Tracking Provided

12 month Web Feature

- 1 Million monthly page views
- 170K unique visitors

PRICE \$2,500/YEAR

2 shared email blasts plus 12 month web feature (\$10,000 value)

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Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun

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Track Record

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Jetset

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See the world from a different perspective.

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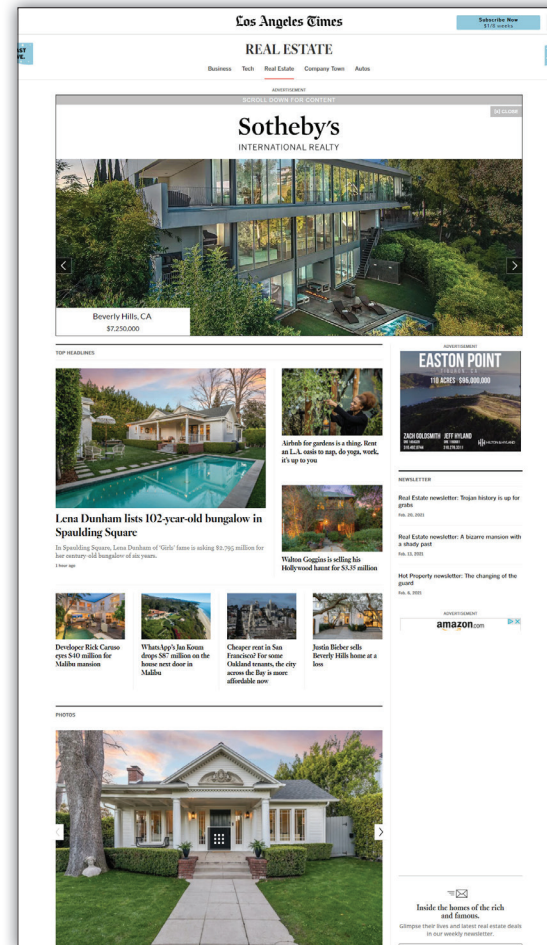
LA Times

LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

Promote your property with a large banner placement on the top of the LATimes.com Real Estate, Home Page, Real Estate Content pages and ROS.

PRICE: \$325/MONTH

**Maximum 30 featured properties
Included with the Hot Property Print Placement**



LA Times

CUSTOM EMAIL

A stand-alone email message sent to LA Times registered users on behalf of your brand.

Whether you're trying to reach homeowners, buyers or sellers, target them by geo, demo, behavior, lifestyle or purchase intent.

- Audience: **30K**

PRICE: \$1,750/DEPLOYMENT

Los Angeles Times

Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu's modern masterpieces to Montauk's shoreline cottages to Palm Beach's Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.

EXCLUSIVE EMAIL

Sent weekly on Wednesday and Sundays to Ocean Home's discerning audience of high net worth coastal home owners and elite industry professionals.

PRICE: \$2,750/WEEK



SPONSORED CONTENT

Custom article written and created by our editors to showcase your company. Posted on oceanhomemag.com, your article will be tailored to meet your marketing objectives and highlight your unique brand and properties.

- 800-1,000 words + 4-6 images.

PRICE: \$3,000

SOCIAL MEDIA POST

Target our dedicated friends and followers across Ocean Home social platforms. We will post your images and copy on our Facebook, Instagram and Twitter channels and leverage our brand to enhance your exposure and amplify engagement.

- 60,000+ Followers.

INSTAGRAM: \$800

FACEBOOK: \$675

FACEBOOK/INSTAGRAM AD:

\$1,400/MONTH

OCEANHOMES
2021

OCEANHOMES
EXCLUSIVE

FOUR SEASONS PRIVATE RESIDENCES
ANGUILLA

FROM A PENTHOUSE YOU CAN SEE FOREVER

There's a very special promise in a Penthouse: heightened luxury, expansive beauty, an elevated perspective. The Penthouse Residences at Four Seasons Resort and Private Residences Anguilla deliver on all counts.

Come with us as we wander through the remarkable Kelly Weasterline-designed interiors and onto grand outdoor spaces that bring life into the open air in elegant comfort—with sweeping views of Maids Bay Beach you won't find anywhere else on the island.

Four Seasons Private Residences Anguilla is truly a place apart - an iconic, award-winning Caribbean resort on an island that's a perfect blend of casual elegance and barefoot chic.

Let us help you arrange your Discovery Experience of the Penthouses at Four Seasons Private Residences Anguilla today.

OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN

Engage our 20,000+ Email Subscribers with an Exclusive e-mail campaign.

Sent weekly on Wednesday and Sundays, we deliver your message to our discerning audience of high net worth coastal home owners and elite industry professionals.

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Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

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OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

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RMS

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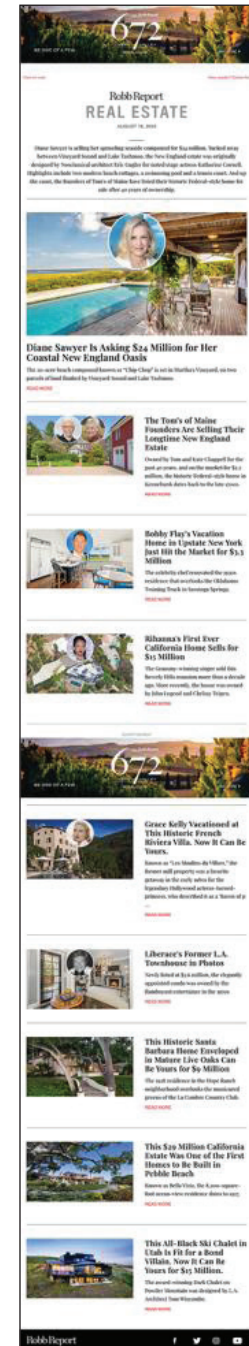
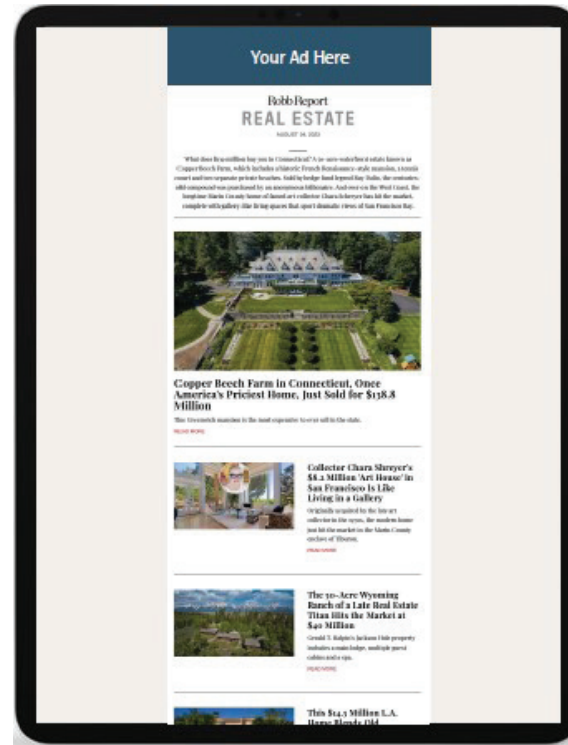
REAL ESTATE NEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

Every Monday, Wednesday and Friday, Robb Report's Real Estate newsletter reaches 60K+ opt-in subscribers. This newsletter showcases the full spectrum of homes, real estate, architectural design and more, with insightful viewpoints for a rapidly growing online audience for this category.

- Open Rate – 18.5%
- Email is exclusive, Partner own both banner positions: (2) 970x250

PROPERTY LISTING: \$1,875/WEEK



RobbReport.com

FEATURED LISTING CAROUSEL

Robb Report is the leading voice in the global luxury market. Its discerning audience around the world has a shared appreciation and desire for quality, exclusivity, artisanship, heritage, and fine design. With its fingers on the pulse of the latest superlative products and experiences that today's modern consumers seek, Robb Report is synonymous around the world with affluence, luxury, and the best of the best.

- Circulation: 107,000+
- Average Age: 43
- Male / Female Ratio: 77% / 23%
- Average HHI: \$548K
- Average Household Net Worth: \$3.5M

PRICE: \$1,350 PER MONTH

RR|R

Robb Report

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REAL ESTATE

FEATURED LISTING

Vie L'Ven Luxury Resort & Residences - The Rouge Suite

\$5,284,900

Search a location

ADVERTISEMENT

REAL ESTATE NEWS

NEW CONSTRUCTION

A Brand-New Manhattan Townhouse With A Pleated Terracotta Façade Lists for \$14.5 Million

The 4-story single-family home is part of THE 74, a boutique luxury condo building going up on the Upper East Side.

By Mark David

CELEBRITY HOMES

Sylvester Stallone Drops \$25 Million in Cash on a Ritzy Hamptons Estate

Purchased by the "Tulsa King" star for his daughters, the newly built home features almost 12,000 square feet of turnkey living space decked out with hand-picked designer furnishings.

By Wendy Bowman

ART & COLLECTIBLES

Sotheby's New York Lays Off 100 Staffers Amid Disappointing Auction Results

The auction house produced lower results than last year

The Wall Street Journal Online (WSJ.com)

MANSION GLOBAL HOMEPAGE HERO

With 3,000,000 affluent unique visitors on Mansion Global, the Homepage Hero immediately entices readers as the first listing seen on the Mansion Global homepage. It provides premium, full-page visibility and the best opportunity for your listing to reach the most qualified buyer.

- **164,000** Unique Visitors
- **1.75%** Click-Through Rate
- **2.5%** Share of Voice
- Can rotate up to **5** properties
- Approximate Total Annual Impressions: **300,000**
- 2024 Overall Average CTR: **4.24%**
- Share of Voice: **2.5%** (1 Slot) - STATIC

PRICE: \$2,150/MONTH OR \$2,650 W/VIDEO

SHARED BANNER: \$650/LISTING

Shared with 5 properties



The Wall Street Journal Online (WSJ.com)

MANSSION GLOBAL DAILY (M-F) ENEWSLETTER

- 5 Drops Monday – Friday
- **100%** SOV
- **19,765** Opt in subscribers

PRICE: \$3,680

View in your browser

Mansion Global Daily will be off Monday, May 28, due to the U.S. Memorial Day holiday and will return Tuesday, May 29.



Where Do Luxury Markets Stand in the U.S., U.K., U.A.E. and Australia?
A snapshot and look at where prices are going. [Read More](#)

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 1000 1011 St Catharines Street, Vancouver, BC	\$10,000,000
2. 48 Brudenell Park, Toronto, ON	\$10,000,000
3. 1120 North Avenue, Vancouver, BC	\$10,000,000
4. 1400 - 1011 Cantonment Street Toronto, ON	\$11,500,000
5. 1000 Park Crescent, Vancouver, BC	\$10,000,000
6. 1. Fernhill Court, Bala, ON	\$10,000,000
7. 41 St. Patrick Street, Toronto, ON	\$10,000,000
8. 1120 1112 Ave Royale, Chateau-Richer, QC	\$10,000,000
9. 1000 1011 St Catharines Street, Vancouver, BC	\$10,000,000
10. 400 Sandhill Road, Toronto, ON	\$10,000,000

Real Estate

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$740,000	1,100	\$10,000,000
Vancouver	\$1,407,048	879	\$10,000,000
Calgary	\$667,400	122	\$20,000,000
Whisper	\$1,053,300	26	\$25,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Ontario	\$578,072	1,061	\$10,000,000
Toronto	\$868,817	882	\$10,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Quebec	\$194,291	185	\$20,000,000
Westmount	\$1,376,900	22	\$20,000,000
Chateau-Richer	\$194,333	1	\$20,000,000

TRENDING TODAY

Architectural Digest @ArchDigest [Following](#)

We found the most iconic building in every state in America: archdg.co/8hz6SKy



3:26 AM - 25 May 2018

#AloneTogether **ad**

Staying home saves lives.

For more info visit coronavirus.gov

Powered by **LiveIntent** **AdChoices**

Print Offerings



Sotheby's
INTERNATIONAL REALTY

- Circulation: **644,424**
- National: **525,734**
- E-newspaper: **194,000**
- Readership: **4,234,000**
- Male / Female: **57% / 43%**
- Average HHI: **\$361K**
- Average age: **45**

**Includes Bonus 30 Day Digital -
Featured Property Upgrade**

[illegible]

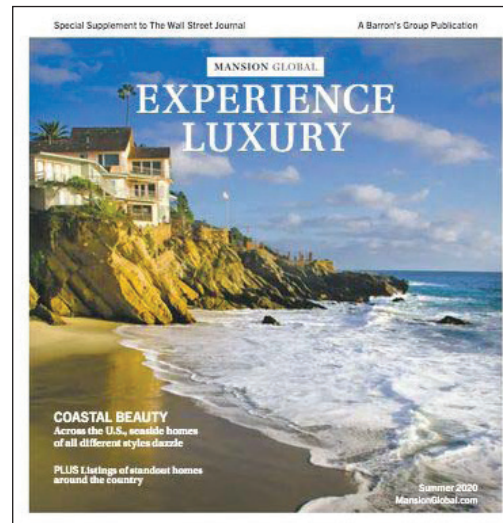
The Wall Street Journal

MANSION GLOBAL EXPERIENCE LUXURY

Mansion Global Experience Luxury gives agents and brokers a one-of-a-kind opportunity to showcase their exceptional properties to The Wall Street Journal's high net-worth subscribers within the most affluent zip codes and markets across the country.

- Distribution: **100,000** Wall Street Journal print subscribers of the Weekend Journal
- Top zip codes in: **New York, Los Angeles, San Francisco, Chicago, Denver, Seattle, Phoenix, Boston, Dallas and Austin.**

FULL PAGE:
\$980/TEMPLATE
\$1,985/CUSTOM



IN THE FRIDAY MAIN NEWS SECTION

- Circulation: **483,701**
- Male / Female ratio: **62.2% / 37.8%**
- Average household income: **\$381,464**
- Median age: **45.2**
- Over one half have liquid assets valued at **\$1 million+**
- Over 1 in 4 have a household net worth of **\$3 million**

PROPERTY SPOT, COLOR: \$760
DOUBLE PROPERTY SPOT, COLOR: \$1,520
QUADRUPLE PROPERTY SPOT, COLOR: \$3,040

Discover the unique

Sotheby's INTERNATIONAL REALTY

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 Hank Wiestake | Doyle Richmond
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 TTR Sotheby's International Realty
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1350 27th Street NW
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 Equal Housing Opportunity.

Promote your brand and properties in style with this tabloid insert devoted to Sotheby's International Realty and delivered to high-net worth neighborhoods.

- Distribution: **Chicago Metro Area**
- Circulation: **150,000+**

BACK COVER, COLOR: \$1,300

Includes Digital Banner Promotion



1 of 1

Curators

of the unique

Chicago, Illinois | Represented by Lisa Huber on page 5

Sotheby's
INTERNATIONAL REALTY

March 2025 | sothebyrealty.com

Premier | Sotheby's

RESIDENTIAL REAL ESTATE

A Masterpiece of Architectural Grace

7 Suyvesant Road, Asheville, North Carolina

\$6,995,000
sothebysrealty.com/ad/E67S94

Originally designed by renowned architect Richard Sharp Smith for Barbara S. Colburn and remodeled by Robert Griffin in the early 2000s, this English country manor sits on 4.4 manicured acres in Old Town Forest, featuring historical gardens, seven water features, and panoramic golf course views. The 7 bedroom, 5.2 bath home features an open floor plan ideal for gathering, showcasing fine materials and meticulous craftsmanship.

10 bedrooms
7 full, 2 half bathrooms
13,588 square feet

Marilyn Wright
Global Real Estate Advisor
828.275.3938
Marilyn@ingridPremierSR.com

Asheville Office | 10 Brook Street, Suite 103 Asheville, North Carolina | premiersterealty.com

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Sotheby's
INTERNATIONAL REALTY

223 Coral Lane

Palm Beach, Florida | \$1,650,000+ | coralandpalmbeach.com

Serenity Palm Beach Living epitomizes the peaceful serenity of Coral Lane. This attractive 5 bedroom, 6 full bathrooms, and 2 half bathroom home offers an idyllic escape and moments from the vibrant heart of Palm Beach. Located a few blocks north of Main Street's shopping and dining, you will enjoy a quiet street with easy access to the best of the town.

13629 Treasure Cove Circle

North Palm Beach, Florida | \$1,750,000 | waterfronttreasurecove.com

Three dreamers' insider Caribbean Kermes - Three Boats - One Building - A Remarkable Family Compound - Serene and secure enclave in a lush tropical setting ideally located along the North Palm Beach's magnificent waterway. Units also sold separately.

JB Edwards
Global Real Estate Advisor, Associate Broker
561.373.4341 | jbedwards@sothebyrealty.com
jb.edwards@sothebyrealty.com

Sotheby's International Realty - Palm Beach Brokerage | 1401 Regal/Panorama Way Suite M204, North Palm Beach, Florida | sothebypalmbeach.com

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1 of 1 Creators of Unique

Naples, Florida

Represented by Amy Nease 239.910.7267

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duPont Registry

Experience luxury with duPont REGISTRY, connecting elite buyers and sellers for nearly 40 years. Elevate your brand through exclusive collaborations, bespoke campaigns, and luxury showcases.

The duPont Registry captivates the world's wealthiest individuals with premium content on the most coveted luxury items. The magazine, distributed monthly, reaches private jet owners and guests across 350+ FBOs, while the digital platform garners over 13 million monthly views.

The duPont Registry audience includes the elite you need to reach: professional athletes, A-list celebrities, Fortune 500 executives, top luxury dealerships, and the ultra-affluent.

PREMIUM PUBLISHING

OVERVIEW

Discover the ultimate luxury lifestyle with the newly redesigned duPont REGISTRY magazine. Featuring a sleek, modern design with dual covers—one for newsstands and an exclusive version for subscribers—the magazine offers a fresh format with dedicated sections for buying, driving, living, and selling.

Enhanced with premium materials for a more luxurious reading experience, each issue provides valuable insights for car enthusiasts and luxury lifestyle seekers. With targeted distribution to FBO's, millionaires, billionaires, luxury yacht owners, waterfront property owners, and wealth management groups, the magazine connects with a high-net-worth audience.

EDITORIAL, FULL PAGE: \$3,000



Elite Traveler

Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of ultra-high-net-worth individuals. It is written and designed by our experienced team of editors for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice. Each issue provides detailed information covering the spectrum of the luxury lifestyle, including travel, fashion, jewelry, watches, spirits, autos, jets, yachts and real estate.

As an audited publication with worldwide distribution aboard private jets, first-class lounges and in FBOs across over 100 countries, Elite Traveler provides advertisers unique access to the wealthiest consumers in the ultimate luxury market.

ELITE TRAVELER AUDIENCE

- Circulation: **89,361**
- Average Age: **40**
- Male/Female Skew: **65% / 35%**
- Average HHI: **\$992,205**
- Average HHNW: **\$3.9M**

FULL PAGE: \$8,550

LUXURY HOMES FEATURE:
STARTING AT \$4,500



- Circulation: **214,131**
- Geographic distribution: **Global**
- Readership: **1,993,418**
- Male / Female ratio: **86% / 14%**
- Average household income: **\$338,000**
- Median age: **51**

Global

- LA Times Saturday readers are over **3x** more likely to own a home valued at \$2 million+ than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
- **32%** of readers are more likely to own a second home or real estate property.

- Full Page color ad using Sotheby's International Realty Design Vault template
- Western Los Angeles coverage
- Saturday Print Circulation: **56,000**
- Saturday e-edition subscribers: **164,780**

FULL PAGE: \$660
INSIDE FRONT COVER: \$1,500
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1 of 1

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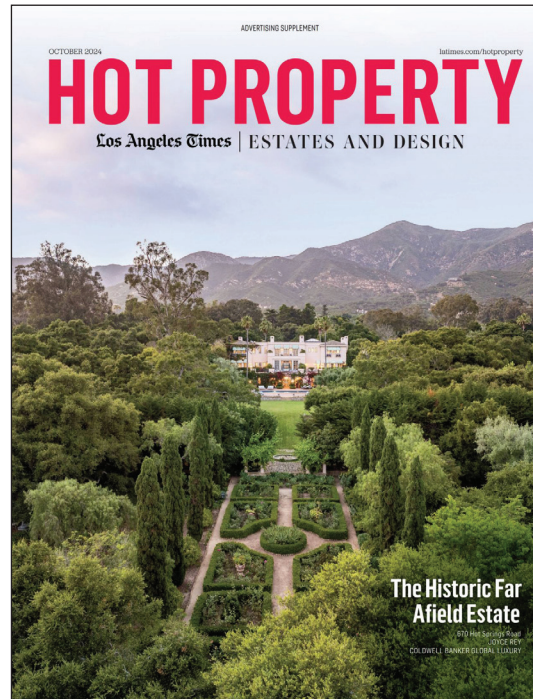
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Los Angeles Times Hot Property And Digital Lighthouse

LOS ANGELES TIMES HOT PROPERTY

The Los Angeles Times weekly Hot Property section features the most up-to-date real estate news — including Hot Property (celebrity transactions), neighborhood spotlights, buying/selling tips, home décor and improvement trends.

- LA Times Saturday readers are over **3x** more likely to own a home valued at **\$2 million+** than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
- **32%** of readers are more likely to own a second home or real estate property.
- Saturday Print Circulation: **56,000**
- e-Edition subscribers: **164,780**



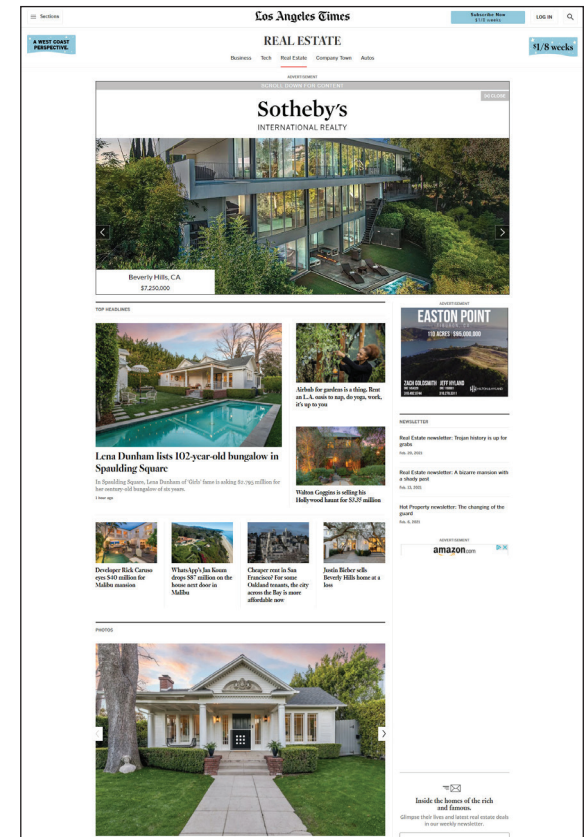
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The Sotheby's International Realty LA Times Digital Lighthouse showcases 27-30 properties monthly and owns 100% SOV at the top of the LA Times Real Estate section.

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$425

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Ocean Home is an award-winning coastal lifestyle magazine dedicated to inspiring and educating readers with in-depth articles on exclusive homes and designers, insightful, first-person reports on luxurious resorts and informative stories on must-have products and accessories.

Every issue of Ocean Home inspires and educates highly affluent readers about the world's most exceptional oceanfront architecture, interior design, exclusive resorts and luxury lifestyle.

- High Net Worth Coastal Homeowners
- Luxury Hotels & Resorts
- Private Jets & Luxury Aircraft

- Distribution: **50,000**
- Total Audience: **135,000**
- Geographic breakdown: **United States coastal areas, Canada, Caribbean**
- Average age: **51**
- Male / Female: **49% / 51%**
- Average HHI: **\$2,400,000**
- Net Worth: **\$9,600,000**
- Primary Residence value: **\$3,300,000**
- Geographic Breakdown: **US Coastal Areas – 29% Northeast, 35% Southeast, 28% West, 5% Southwest, 3% Midwest, Caribbean**

FULL PAGE E-NEWSLETTER SPOT: \$3,250



NAPA VALLEY, CALIFORNIA

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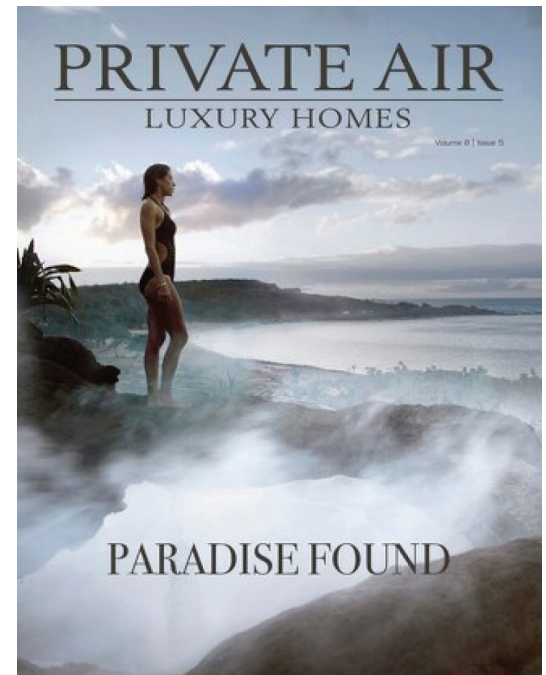
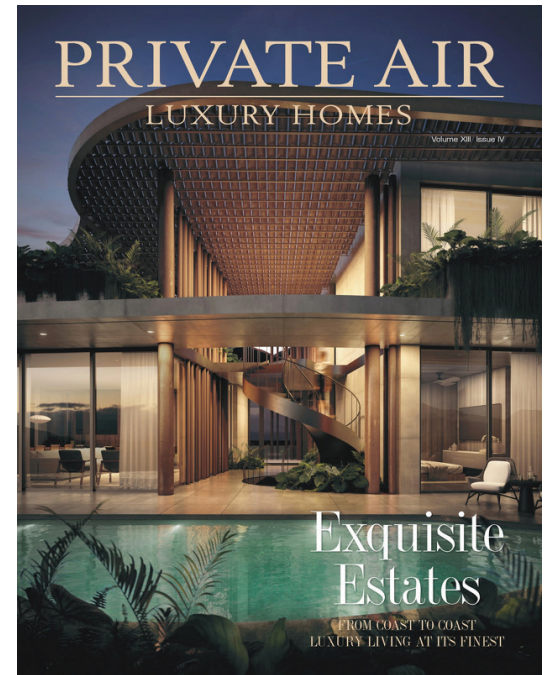
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Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2025

PLAN 1

Plan 1							
Media	Ad Description	July	August	September	October	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page				\$ 1,315.00	\$ 1,315.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Bespoke Emails		\$ 2,500.00				\$ 2,500.00	550,000
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00		\$ 2,585.00	770,000
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program		\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - Select Locations						
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Chicago Tribune							
Chicago Tribune	Custom Email 50k	\$ 1,200.00				\$ 1,200.00	50,000
Cottages & Garden							
Spotlight + Property of Note	Rotating Gallery		\$ 2,950.00			\$ 2,950.00	
Dupont Registry							
Branded Content Post	Custom content article	\$ 1,295.00				\$ 1,295.00	
Daily Newsletter	Banner	Bonus				\$ -	77,000
Luxury Lifestyle Newsletter	Banner	Bonus				\$ -	2,500
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00			\$ 1,000.00	13,000
JamesEdition							
New & Trending Home Page Position	Featured Spot	\$ 1,700.00				\$ 1,700.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00			\$ 1,500.00	192,000
Social Media	Listing Feature			\$ 1,000.00		\$ 1,000.00	148,000
JetSet Magazine	Annual Global Campaign			\$2,500		\$ 2,500.00	2,140,000

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

LA Times									
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page			\$	325.00	Bonus	\$	325.00	425,000
Custom Email	Custom Email		\$	1,750.00			\$	1,750.00	30,000
Ocean Home									
Custom E-Mail	Custom E-Mail		\$	2,750.00			\$	2,750.00	22,000
Facebook/Instagram Ad	Facebook/Instagram Ad			\$	1,400.00		\$	1,400.00	43,400
Robbreport.com									
Robbreport.com	Featured Listing Carousel - 1 Property		\$	1,350.00			\$	1,350.00	6,000
Mansion Global Homepage Hero	Shared Banner		\$	650.00	\$	650.00	\$	1,300.00	328,000
Mansion Global e-Newletter	Daily Monday-Friday			\$	3,680.00		\$	3,680.00	17,000

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print

Chicago Tribune					
Chicago Tribune	Takeover - Full Page		\$ 725.00	\$ 725.00	150,000
Dupont Registry					
Dupont Registry	Editorial Full Page	\$ 3,000.00		\$ 3,000.00	35,000
Elite Traveler					
Elite Traveler	Luxury Homes Feature	\$ 4,500.00		\$ 4,500.00	557,000
Financial Times					
Financial Times	Double Property Spot	\$ 1,500.00		\$ 1,500.00	210,457
The Los Angeles Times					
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 425.00	\$ 425.00	220,780
The Los Angeles Times	Takeover - Full Page	\$ 660.00		\$ 660.00	384,000
The New York Times					
The New York Times	Double Property Spot - Weekday/Saturday	\$ 1,520.00		\$ 1,520.00	423,111
Ocean Home					
Ocean Home	Full Page E-Newsletter Spot		\$ 3,250.00	\$ 3,250.00	70,000
Private Air Luxury Homes					
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)	\$ 1,925.00		\$ 1,925.00	65,000
San Francisco & Silicon Valley					
San Francisco & Silicon Valley	Takeover - Full Page		\$ 725.00	\$ 725.00	36,500
The Wall Street Journal					
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00		\$ 1,590.00	644,424
The Wall Street Journal					
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00	\$ 980.00	100,000
TOTAL				\$ 66,785.00	9,630,172

TOTAL

*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy

Pricing Subject to Change

Proposed Schedule, Pricing & Reach 2025

PLAN 2

Plan 2							
Media	Ad Description	July	August	September	October	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page				\$ 1,315.00	\$ 1,315.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Bespoke Emails		\$ 2,500.00				\$ 2,500.00	550,000
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00		\$ 900.00		\$ 1,800.00	200,000
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Chicago Tribune							
Chicago Tribune	Custom Email 50k	\$ 1,200.00				\$ 1,200.00	50,000
Cottages & Garden							
Instapartnership	Post and Stories takeover			\$ 1,950.00		\$ 1,950.00	64,300
Daily Deeds	E-Newsletter sent 4X per week	\$ 3,000.00				\$ 3,000.00	60,000
Dupont Registry							
Branded Content Post	Custom content article	\$ 1,295.00				\$ 1,295.00	
Daily Newsletter	Banner	Bonus				\$ -	77,000
Luxury Lifestyle Newsletter	Banner	Bonus				\$ -	2,500
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00			\$ 1,000.00	13,000
JamesEdition							
New & Trending Real Estate Position	Featured Spot	\$ 1,400.00				\$ 1,400.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00			\$ 1,500.00	192,000
JetSet Magazine							
JetSet Magazine	Annual Global Campaign			\$2,500		\$ 2,500.00	2,140,000

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

LA Times								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$	325.00	Bonus	\$	325.00	425,000	
Ocean Home								
Facebook/Instagram Ad	Facebook/Instagram Ad	\$	1,400.00		\$	1,400.00	43,400	
Robbreport.com								
Robbreport.com	Featured Listing in Real Estate E-Newsletter	\$	1,875.00		\$	1,875.00	6,000	
WSJ.com								
Mansion Global Homepage Hero	Shared Banner	\$	650.00		\$	650.00	164,000	
Mansion Global e-Newsletter	Daily Monday-Friday		\$	3,680.00		\$	3,680.00	17,000

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print				
Chicago Tribune				
Chicago Tribune	Takeover - Full Page	\$	725.00	\$ 725.00
Financial Times				
Financial Times	Double Property Spot	\$	1,500.00	\$ 1,500.00
The Los Angeles Times				
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$	425.00	\$ 425.00
The Los Angeles Times	Takeover - Full Page	\$	660.00	\$ 660.00
The New York Times				
The New York Times	Double Property Spot - Weekday/Saturday	\$	1,520.00	\$ 1,520.00
San Francisco & Silicon Valley				
San Francisco & Silicon Valley	Takeover - Full Page	\$	725.00	\$ 725.00
The Wall Street Journal				
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$	1,590.00	\$ 1,590.00
The Wall Street Journal				
Mansion Global Experience Luxury	Weekend Property insert	\$	980.00	\$ 980.00
TOTAL			\$	45,815.00

*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy
Pricing Subject to Change

Proposed Schedule, Pricing & Reach 2025

PLAN 3

Plan 3							
Media	Ad Description	July	August	September	October	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page				\$ 1,315.00	\$ 1,315.00	20,000
Digital							
Million Impressions*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00		\$ 900.00		\$ 1,800.00	200,000
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
Dupont Registry							
Branded Content Post	Custom content article	\$ 1,295.00				\$ 1,295.00	
Daily Newsletter	Banner	Bonus				\$ -	77,000
Luxury Lifestyle Newsletter	Banner	Bonus				\$ -	2,500
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00			\$ 1,000.00	13,000
JamesEdition							
New & Trending Real Estate Position	Featured Spot	\$ 1,400.00				\$ 1,400.00	750,000
E-Newsletter Featured Listing	E-Newsletter		\$ 1,500.00			\$ 1,500.00	192,000
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		\$ 325.00	Bonus		\$ 325.00	425,000
Ocean Home							
Instagram Post	Instagram Post	\$ 800.00				\$ 800.00	21,800
Robbreport.com							
Robbreport.com	Featured Listing in Real Estate E-Newsletter		\$ 1,875.00			\$ 1,875.00	6,000
WSJ.com							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00				\$ 650.00	164,000

Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Print				
Chicago Tribune				
Chicago Tribune	Takeover - Full Page		\$ 725.00 \$ 725.00	150,000
Financial Times				
Financial Times	Property Spot	\$ 750.00	\$ 750.00	210,457
The Los Angeles Times				
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00	\$ 425.00	220,780
The Los Angeles Times	Takeover - Full Page	\$ 660.00	\$ 660.00	384,000
The New York Times				
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00	\$ 760.00	423,111
San Francisco & Silicon Valley				
San Francisco & Silicon Valley	Takeover - Full Page		\$ 725.00 \$ 725.00	36,500
The Wall Street Journal				
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00	\$ 1,590.00	644,424
The Wall Street Journal				
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00 \$ 980.00	100,000
TOTAL			\$ 24,375.00	4,140,572
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy				
Pricing Subject to Change				